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Unit 8 Assignment 1 Learning Aim A Student Guide DISTINCTION

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Learning Aim A: Explore the impact of social media on the ways in which business promote their products and services

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A.P1, A.M1 and A.D1 Evidence

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A.P1 What is social media?

Include a brief paragraph explaining what social media is and how it differs from a standard website.

Give an example of social media

Resources and Information	**Textbook page 366**
Have I done This?	
Am I confident on This?	

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A.P1 Social media site #1

Describe here the first social media site you are going to talk about

This could be e.g. Facebook, Twitter, Instagram etc.

Resources and Information	**Textbook pages 366 - 367**
Have I done This?	
Am I confident on This?	

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A.P1 Social media site #1

SCREENSHOT OF SOCIAL MEDIA SITE #1

Add an annotated screenshot

Use callouts to annotate your work

DESCRIPTION OF SOCIAL MEDIA SITE#1

Explain what is in the screenshot

This just needs to be brief.

Resources and Information	**Textbook pages 366 - 367**
Have I done This?	
Am I confident on This?	

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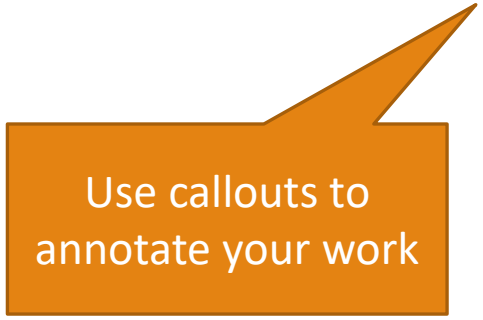
A.P1 Features of social media site #1

SCREENSHOT OF SITE FEATURE

Add an annotated screenshot



DESCRIPTION OF SITE FEATURE

This could be:

- adding reviews
- liking, sharing,
- commenting, retweeting,
- adding stories, adding photos,
- upvoting, downvoting

Resources and Information	**Textbook pages 366 - 367, make sure you talk about 2 or 3 features**
Have I done This?	
Am I confident on This?	

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A.P1 Structure of social media site #1

DIAGRAM OF STRUCTURE

Add an annotated screenshot here

Use callouts to annotate your work

DESCRIPTION OF STRUCTURE

This could be a site with :

- multiple pages or information streams
- people that you follow
- Information that you share with other people

Resources and Information	**Textbook pages 366 - 367**
Have I done This?	
Am I confident on This?	

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A.P1 Social media site #2

Describe here the second social media site you are going to talk about

This could be e.g. Facebook, Twitter, Instagram etc.

Obviously, it can't be the same as the first!

Resources and Information	**Textbook pages 366 - 367**
Have I done This?	
Am I confident on This?	

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A.P1 Social media site #2

SCREENSHOT OF SOCIAL MEDIA SITE #2

Add an annotated screenshot

Use callouts to annotate your work

DESCRIPTION OF SOCIAL MEDIA SITE #2

Explain what is in the screenshot

This just needs to be brief.

Resources and Information	**Textbook pages 366 - 367**
Have I done This?	
Am I confident on This?	

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A.D1 Evaluate site #2

Evaluate whether site #2 will help a business **promote goods and services to a target audience** and helps the business **interact with customers**

You must discuss the pros and cons and come up with an answer

You must JUSTIFY why site #2 is or is not beneficial to your business.

This is not about how good or bad the social media site is

This is about how it can benefit a business!

Resources and Information	**Textbook page 372**
Have I done This?	
Am I confident on This?	

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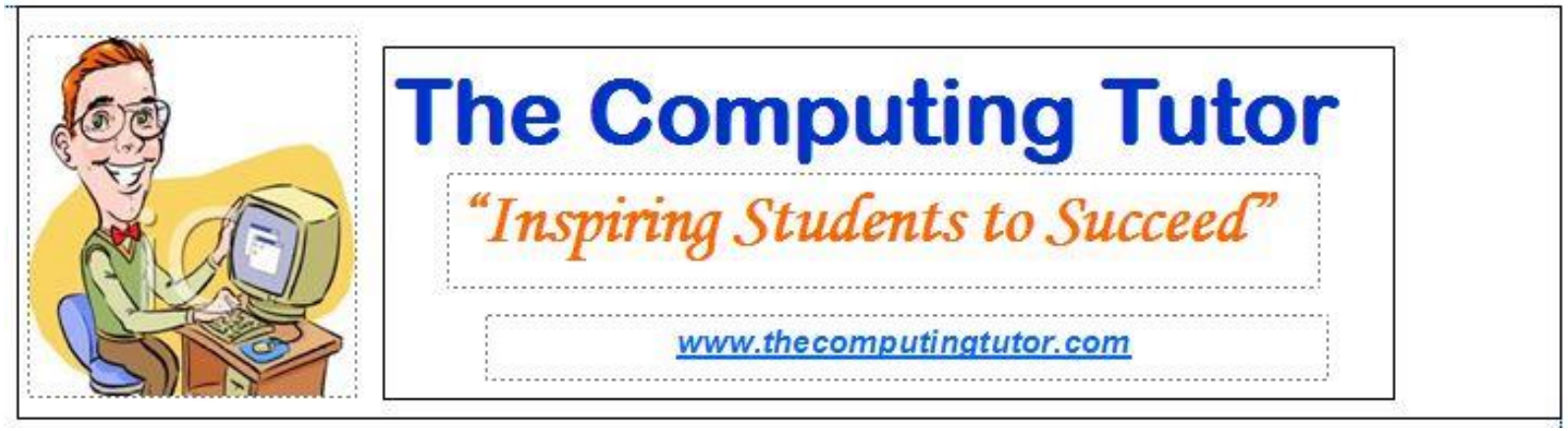

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